

The recently ammended fax laws will greatly impact the association world and should be reviewed. The new rules leave several areas of "gray" - open to interpretation, including: What is defined as commercial by nature, if someone calls to request a fax, do really need consent first, and does the initial consent expire at a certain period? If not addressed, many associations will spend valuable staff time and money trying to conform- taking the focus away from the real reason we are involved in this industry- our members!